



Attendee list is on next slide



7/11/19 Attendees (*Please note this list reflects those who's name appeared or introduced themselves.*

Dave Cowan, MnDOT
 Kelly Corbin, MnDOT
 Emily Smoke, MDH
 Jeremy Vann, MDH
 Emily Houser, MnDOT
 Kyle Ten Napel
 J Lexer
 Jessica Roberts (Presenter)
 Luke Ewald
 Haley Miskowiec
 Karen N.
 Megan Kirby
 Jessica Siede
 Cassy
 Connie Bernardy
 Netty Fiedler
 Patrick Hollister

Melissa Hoffman
Tina Moen
Jennie Meinz
Sara
Kat Matusinec/Nick Mason
Josh Ramaker
Ali Mueller
Russel Haberman
Alison Voigt
Lorna Schmidt
Julie Jones
Chad
Jebor003



AGENDA

- Welcome and Introduction
- Applying Behavioral Change Lessons - Jessica Roberts
- Resources that support SHIP SRTS Implementation
- MnDOT Update
- Announcements

Sent from Karen N:

Fergus Falls Daily Journal featured Bike to School Art Contest Winners. See here:
<https://www.fergusfallsjournal.com/2019/06/3-ff-students-place-in-bike-to-school-poster-contestant/>



Resources from Jessica Roberts:

Check list: <http://www.bhub.org/best-practice/letters-and-email/>

About Evaluation:

- Learn more about A/B testing here: <http://abtesting.ideas42.org>
- "prepare your study" tool is the calculator that will tell you how many people you need for your study to be statistically significant

And Beta Gov is the organization that will do proper evaluation (randomized controlled trials) for public agencies *at no cost at all*

<http://www.betagov.org>

Behavioral Economics Applied to...



Emily Houser
Planning Intern
MnDOT

Before



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My thought was that the postcards I drafted could be in addition to the Walk Zone postcards.

Before



Dear Parent or Guardian,

Walk to School Day is [**October 2nd**], an annual international event that encourages children to walk to school and participate in a variety of activities. As you know, your home is located so close to [**NAME OF SCHOOL**] that your children do not have bus service. This is a good thing!

Living close to school means that your child has the opportunity to walk or bike to school regularly, which provides many benefits. Walking 1 mile only takes 20 minutes, and walking 2 miles only take 40 minutes. Encourage your child to walk to school daily, especially on [**October 2nd**].

Find out more about Walk to School Day activities at [**NAME OF SCHOOL**] and volunteer opportunities by contacting [**NAME**] at [**PHONE NUMBER**] or email at [**EMAIL**].

Let's all walk together!

After: Fresh Start Effect



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After: Fresh Start Effect



Get a fresh start to the school year by starting a healthy new habit with your kids!

Walking or biking to school regularly provides health benefits and helps kids focus at school.

October 2nd is **Walk to School Day**, an annual international event that encourages children to walk to school.

Find out more about Walk to School Day activities at [**NAME OF SCHOOL**] and volunteer opportunities by contacting [**NAME**] at [**PHONE NUMBER**] or email at [**EMAIL**].

Let's all walk together!



After: Fresh Start Effect / Social Norming



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Send to families that are new to the school (i.e. families of kindergarteners or new movers to the school attendance zone)

After: Fresh Start Effect / Social Norming



Dear Parent or Guardian,

Welcome to **[NAME OF SCHOOL]**! Get a great start to your time at your new school by starting a healthy new habit.

Walking or biking to school regularly provides health benefits and helps kids focus at school, not to mention avoiding the traffic snarl of the parent drop-off line!

At **[NAME OF SCHOOL]**, many students walk or bike to school regularly. We encourage a culture of walking to school and safety for people walking and biking.

For more information about our walk and bike to school programs such as the Walking School Bus or Bike Train, contact **[NAME]** at **[PHONE NUMBER]** or email at **[EMAIL]**.

Let's all walk together!



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Before



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Before



Dear Parent or Guardian,

Walk to School Day is [**October 2nd**], an annual international event that encourages children to walk to school and participate in a variety of activities. As you know, your home is located so close to [**NAME OF SCHOOL**] that your children do not have bus service. This is a good thing!

Living close to school means that your child has the opportunity to walk or bike to school regularly, which provides many benefits. Walking 1 mile only takes 20 minutes, and walking 2 miles only take 40 minutes. Encourage your child to walk to school daily, especially on [**October 10th**]!

Find out more about Walk to School Day activities at [**NAME OF SCHOOL**] and volunteer opportunities by contacting [**NAME**] at [**PHONE NUMBER**] or email at [**EMAIL**].

Let's all walk together!

After: Loss Aversion



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After: Loss Aversion / Messenger Effect



Don't miss out on a chance to spend some quality time with your child! One parent said of **Walk to School Day**, *"I have to say it was kind of fun to walk with him this morning. It was just nice being with just him. So if nothing else, it was good for my emotional health today."*

How many of us can say that about our busy car trips to drop kids off at school?

Walking 1 mile takes only 20 minutes, and walking 2 miles takes only 40 minutes. Encourage your child to walk to school daily, especially on **October 2nd**, **Walk to School Day!**

Find out more about Walk to School Day activities at **[NAME OF SCHOOL]** and volunteer opportunities by contacting **[NAME]** at **[PHONE NUMBER]** or email at **[EMAIL]**.

Let's all walk together!



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Before



Parents & Guardians,
We need volunteers!



Walk to School Day: October 2, 2019

Walk to School Day!

We need volunteers for *Walk to School Day* at

[Name of School]

How you can help:

- Lead a walking school bus or bike train
- Host a check point for walking school buses or bike trains
- Provide refreshments at the school
- Provide prizes for participating students
- Encourage your child and their friends to participate

Not sure how to help? We have guides to get you started!

If you (or someone you know) can help, please contact:



**Oct 2
2019**

[Name]

[Email]

[Phone Number]



Learn more about Minnesota Safe Routes to School: www.mnsaferoutestoschool.org

After:
Removing
Friction



**What's
your plan
to walk to
school?**

Walk to School Day: October 2, 2019

**Our family's plan to walk
to [Name of School]:**



On **Wednesday, October 2**, we will wake up at _____. The walk will take _____ minutes, so we will leave home at _____ to arrive on time. In the afternoon, we will _____ to get home.

Use the walking route map above to help you plan your route for **Walk to School Day, October 2nd**. Walking one mile takes only 20 minutes, and walking two miles takes only 40 minutes.

Find out more about Walk to School Day activities at [NAME OF SCHOOL] and volunteer opportunities by contacting:

[Name]

[Email]

[Phone Number]

**Oct 2
2019**



Learn more about Minnesota Safe Routes to School: www.mnsaferoutestoschool.org

Before



Are you participating in **OCT 2nd** **WALK TO SCHOOL DAY** ?

Volunteer at **[NAME OF SCHOOL HERE]** during Walk to School Day. There are many ways that you can help!

- Lead a walking school bus
- Help with [activity name here]
- Help with [activity name here]

Ready to help? Contact:
[Name], [email], [phone number]

For more information on Minnesota Safe Routes to School, visit:
www.mnsaferoutestoschool.org



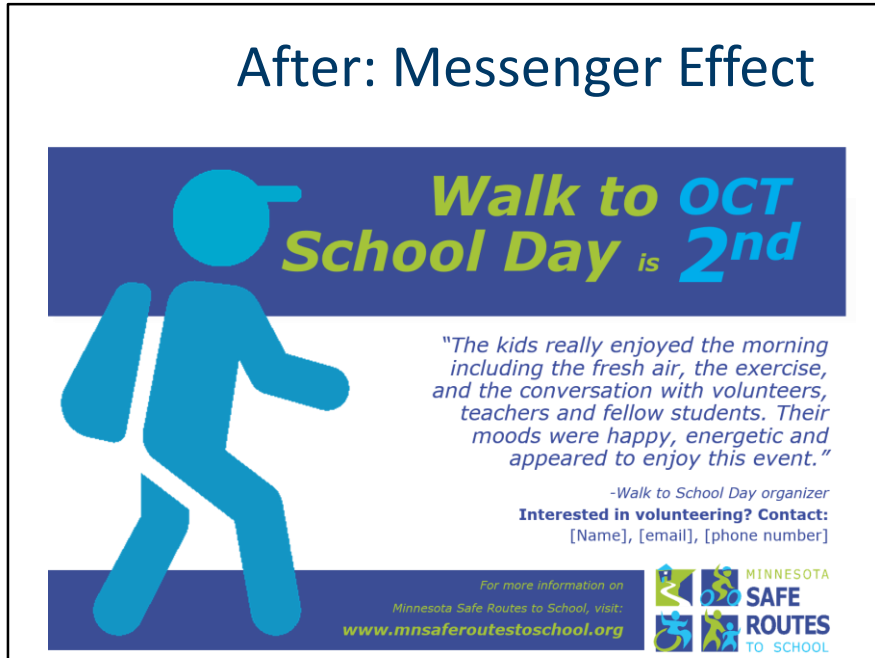
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**SAFE
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TO SCHOOL**

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After: Messenger Effect



I think this would be most effective if quotes came from parents and/or teachers at each specific school, since the messenger effect is about hearing from someone you trust. Another idea would be to show student role model(s) for posters to be hung in the hallways, especially at middle or high school level.

Remember you can find our 'old' materials on the MN SRTS Resource Center if you'd like to make some of your own updates!

<http://www.dot.state.mn.us/mnsaferoutes/resources/brand-downloads.html>



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MN Hands Free Law at

<https://dps.mn.gov/divisions/ots/hands-free/Documents/hands-free-faq.PDF>

<https://dps.mn.gov/divisions/ots/hands-free/Pages/partner-resources.aspx>

CATALYST FUNDING INITIATIVE

Catalyst is designed to support the implementation of creative solutions to health inequities and jump-start community initiatives. Catalyst will fund community-driven, culturally specific efforts that advance health equity.

- Ideas must address either physical activity, healthy eating, reducing commercial tobacco use or any combination of these areas
- Projects that can be implemented January 1 – December 31, 2020
- Funding range is \$5000 - \$25,000
- Applications due Friday, August 23, 2019 1:00 p.m.

<https://www.centerforpreventionmn.com/our-approach/available-funding/>

CATALYST FUNDING INITIATIVE

Proposals may include (but are not limited to) activities that:

- Pilot projects to test and demonstrate an idea or solution
- Campaigns to shift dominant narratives about health and health outcomes
- Engaging community members to inform a decision-making process
- Advocacy for public policy to advance community health
- Using data or research to engage in advocacy
- Using arts and culture to engage in advocacy
- Leveraging innovative partnerships between systems (e.g., community-based organizations and schools, parks, clinics, etc.)

This is not an all-inclusive list. What is both exciting and challenging about this funding is we want to leave the door open to the possibilities of your ideas.

<https://www.centerforpreventionmn.com/our-approach/available-funding/>



THE MINNESOTA SAFE ROUTES TO SCHOOL NETWORK...



MONTH

July 11, 10:00 – 11:00 AM

TOPIC

- Resources that support SHIP SRTS Implementation
- Applying Behavioral Change Lessons - Jessica Roberts

MONTH

August 8, 10:00 – 11:00 AM

TOPIC

- Evaluation: Refresh on Tools

MONTH

September 12, 10:00 – 11:00 AM

TOPIC

- Adaptive Walk! Bike! Fun!

To join the Minnesota Safe Routes to School Network,
email centercommunications@bluecrossmn.com



THE MINNESOTA SAFE ROUTES TO SCHOOL NETWORK...

MONTH

October 10, 10:00 – 11:00 AM

TOPIC

- Impact of Demonstration Projects

MONTH

November 14, 10:00 – 11:00 AM

TOPIC

- TBD

MONTH

December 12, 10:00 – 11:00 AM

TOPIC

- Autonomous Vehicles and SRTS (Maybe)

To join the Minnesota Safe Routes to School Network,
email centercommunications@bluecrossmn.com



2019 MEETINGS

2019 Meeting Dates:

~~January 17 (3rd Thursday)~~

~~February 14~~

~~March 14~~

~~April 11~~

~~May 9 - Cancelled~~

~~June 13~~

~~July 11~~

August 8

September 12

October 10

November 14

December 12

Call Time: 10:00 – 11:00AM



THANK YOU!



THE MINNESOTA SAFE ROUTES TO SCHOOL NETWORK...



MONTH

January 17, 10:00 – 11:00 AM

TOPIC

- SRTS and Active Transportation Policy Update
- Equitable Development Scorecard

MONTH

February 14, 10:00 – 11:00 AM

TOPIC

- 2019 Priorities

MONTH

March 14, 10:00 – 11:00 AM

TOPIC

- Winter Walk To School Day Recap
- Walkable Community Workshops

To join the Minnesota Safe Routes to School Network,
email centercommunications@bluecrossmn.com



THE MINNESOTA SAFE ROUTES TO SCHOOL NETWORK...



MONTH

April 11, 10:00 – 11:00 AM

TOPIC

- Bike to School Event Planning Preparation (Skill Share)
- Legislative Update
- Preview Meet Up Agenda

MONTH

~~May 9, 10:00 – 11:00 AM~~

TOPIC

- Cancelled due to Meet Up Planning

MONTH

June 13, 10:00 – 11:00 AM

TOPIC

- SRTS Strategies and Tribal Communities
- Debrief SRTS Meet Up

To join the Minnesota Safe Routes to School Network,
email centercommunications@bluecrossmn.com